

CROSS-SECTOR: ECOTEAM SUSTAINABLE LIFESTYLES

◆ MADISON, WISCONSIN

Madison Area Sustainable Lifestyle Campaign

Madison, Wisconsin is one of seven US municipalities sponsoring Sustainable Lifestyle Campaigns. The goal of the Madison Area Sustainable Lifestyle Campaign (MASLC) is to educate and empower citizens to live environmentally sustainable lives through participation in the Global Action Plan's (GAP) Household EcoTeam Program. Eco-Teams are groups of about five households that meet regularly over a four month period to support each others' efforts to reduce their environmental impact. Team members learn how to change their habits in five areas – garbage, water, energy, transportation, and consumption – based on suggestions compiled in a workbook published by GAP. A pilot EcoTeam formed in Madison in Fall, 1998, and the program expanded to 18 other teams in 1999. The MASLC funding partners provided participants with two months of free bus passes, canvas bags, recycling bags, water aerators, tours of a wastewater treatment plant, and information packets. The Campaign was publicized through a combination of presentations, community events, media coverage, and newsletters. In 2000, the MASLC plans to expand funding, develop a low income program adaptation, cultivate support from local businesses, and produce a video on the Madison EcoTeam experience.



Results:

A total of 101 households with 277 people participated in the Sustainable Lifestyle Campaign in 1999. Self-reported data from approximately one-third of those teams* indicates that the program has been successful in several respects. The average household reduced garbage output by 39%, water usage by 41%, residential energy consumption by 13%, and gasoline consumption by 22% for savings of more than 2.6 metric tons CO₂ (0.7 MTCE)** and \$290 per household. On an annual basis these households together reduced their CO₂ emissions by 93 metric tons (25 MTCE)** and saved \$10,477.

Greenhouse Gas Reductions	Cost Savings
25 MTCE**	\$10,477

Principal Actors:

The EcoTeam Program is sponsored by the City of Madison Streets Division, Madison Metropolitan Transit Authority, Madison Metropolitan Sewerage District, Dane County Department of Recycling and Solid Waste, and Madison Gas and Electric Company. Mark Miller (County Board member and State Representative), Peter Munoz (Mayor Sue Bauman's Aide), and GAP staff also attended the monthly steering meetings.

Additional Information:

For additional information contact David Gershon, Global Action Plan, PO Box 428, Woodstock, NY 12498, phone: (914) 679-4830 or visit the Madison EcoTeams website at www.ecoteams.net/madison.

This case study is based on information provided by David Gershon of the Global Action Plan.

*Not all teams had completed the program or reported data as of this writing.

**Original data supplied by GAP have been converted to Metric Tons of Carbon Equivalent (MTCE) using the following conversion factor: 0.273 lbs C/lb CO₂. One metric ton=2205 lbs.